

WHAT IS CLAIMED IS:

1. A computer implemented method for producing marketing materials for a retail establishment, comprising:
 - receiving marketing material information from a corporate sponsor;
 - generating a marketing material completed design using the corporate sponsor marketing material information;
 - transmitting the marketing material completed design to the corporate sponsor for approval; and
 - transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval.
2. The method of claim 1, wherein the corporate sponsor marketing material further includes:
 - pre-approved promotional calendars;
 - special product offers;
 - design templates;
 - product images;
 - graphic elements; and
 - logos.
3. The method of claim 1, wherein generating a marketing material completed design using the corporate sponsor marketing material information further includes:
 - presenting to the retail establishment the marketing material information; and
 - receiving from the retail establishment selected marketing material information, the selected marketing material information to be used to generate the marketing material completed design.
4. The method of claim 3, wherein receiving from the retail establishment selected marketing material information

1 further includes transmitting a marketing material design
template to the retail establishment, the marketing
material design template to assist the retail establishment
5 in selecting marketing material information.

10 5. The method of claim 4, wherein the marketing material
design template further includes positional information for
specifying the location of graphic images and text within
the marketing material completed design.

6. The method of claim 4, wherein the marketing material
design template further includes a coupon design template.

15 7. The method of claim 6, wherein the coupon design template
includes positional information for specifying the location
of graphic images and text within a coupon.

20 8. The method of claim 1 wherein generating a marketing
material completed design using the corporate sponsor
marketing material information further includes:

receiving a marketing material proposed design from
the retail establishment;

25 transmitting the marketing material proposed design to
a graphics designer; and

receiving from the graphics designer a marketing
material completed design generated from the marketing
material proposed design.

30 9. The method of claim 8 further including:
generating a low-resolution marketing material
completed design from the marketing material completed
design; and

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transmitting the low-resolution marketing material
completed design to the retail establishment for approval
purposes.

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10. The method of claim 1 wherein the marketing material
completed design is used to produce a plurality of types of
marketing materials.

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11. The method of claim 1, further comprising:
receiving marketing material information from a
franchisor; and
generating the marketing material completed design
using the franchisor and corporate sponsor marketing
material information.

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12. The method of claim 11, further comprising submitting the
marketing material completed design to the franchisor for
approval.

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13. The method of claim 1, wherein submitting the marketing
material completed design to the corporate sponsor for
approval further includes:

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generation of a low-resolution marketing material
completed design; and

transmission of the low-resolution marketing material
completed design to the corporate sponsor via email for
approval.

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14. The method of claim 1, wherein transmitting the marketing
material completed design to the corporate sponsor for
approval further includes:

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determining from the marketing material information
approval requirements for the marketing material completed
design;

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generating a low-resolution marketing material
completed design from the marketing material completed
design; and

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transmitting the low-resolution marketing material
completed design via email to the corporate sponsor.

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15. The method of claim 1, wherein transmitting the marketing
material completed design to a printer for production of
the marketing materials upon receiving corporate sponsor
approval further includes:

analyzing historical demand, in-progress orders
pending approval, and forecast demand to determine
press-run needs; and

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reserving press time with the printer to meet the
press-run needs.

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16. The method of claim 15, wherein reserving press time with
the printer to meet the press-run needs further includes
transmitting a reservation to a printer via a communication
medium selected from the group consisting of e-mail,
telephone, and facsimile transmission.

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17. The method of claim 1, wherein transmitting the marketing
material completed design to a printer for production of
the marketing materials upon receiving corporate sponsor
approval further includes:

accumulating a plurality of marketing material
completed designs;

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generating a combined press run from the plurality of
marketing material completed designs; and

transmitting the combined press run to a printer for
production of the marketing materials.

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18. A data processing system adapted to produce marketing materials for a retail establishment via a computer network, comprising:

a processor; and

a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:

receiving marketing material information from a corporate sponsor;

generating a marketing material completed design using the corporate sponsor marketing material information;

transmitting the marketing material completed design to the corporate sponsor for approval; and

transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval.

19. The data processing system of claim 18, wherein the corporate sponsor marketing material further includes:

pre-approved promotional calendars;

special product offers;

design templates;

product images;

graphic elements; and

logos.

20. The data processing system of claim 18, wherein the program instructions for generating a marketing material completed design using the corporate sponsor marketing material information further include:

presenting to the retail establishment the marketing material information; and

receiving from the retail establishment selected marketing material information, the selected marketing material information to be used to generate the marketing material completed design.

21. The data processing system of claim 20, wherein the program instructions for receiving from the retail establishment selected marketing material information further include transmitting a marketing material design template to the retail establishment, the marketing material design template to assist the retail establishment in selecting marketing material information.

22. The data processing system of claim 21, wherein the marketing material design template further includes positional information for specifying the location of graphic images and text within the marketing material completed design.

23. The data processing system of claim 21, wherein the marketing material design template further includes a coupon design template.

24. The data processing system of claim 23, wherein the coupon design template includes positional information for specifying the location of graphic images and text within a coupon.

25. The data processing system of claim 18, wherein the program instructions for generating a marketing material completed design using the corporate sponsor marketing material information further include:

receiving a marketing material proposed design from the retail establishment;

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transmitting the marketing material proposed design to
a graphics designer; and

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receiving from the graphics designer a marketing
material completed design generated from the marketing
material proposed design.

26. The data processing system of claim 25, wherein the program
instructions further include:

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generating a low-resolution marketing material
completed design from the marketing material completed
design; and

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transmitting the low-resolution marketing material
completed design to the retail establishment for approval
purposes.

27. The data processing system of claim 18 wherein the
marketing material completed design is used to produce a
plurality of types of marketing materials.

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28. The data processing system of claim 18, wherein the program
instructions further include:

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receiving marketing material information from a
franchisor; and

generating the marketing material completed design
using the franchisor and corporate sponsor marketing
material information.

29. The data processing system of claim 28, wherein the program
instructions further include submitting the marketing
material completed design to the franchisor for approval.

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30. The data processing system of claim 18, wherein the program
instructions for submitting the marketing material

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completed design to the corporate sponsor for approval
further include:

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generation of a low-resolution marketing material
completed design; and

transmission of the low-resolution marketing material
completed design to the corporate sponsor via email for
approval.

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31. The data processing system of claim 18, wherein the program
instructions for transmitting the marketing material
completed design to the corporate sponsor for approval
further include:

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determining from the marketing material information
approval requirements for the marketing material completed
design;

generating a low-resolution marketing material
completed design from the marketing material completed
design; and

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transmitting the low-resolution marketing material
completed design via email to the corporate sponsor.

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32. The data processing system of claim 18, wherein the program
instructions for transmitting the marketing material
completed design to a printer for production of the
marketing materials upon receiving corporate sponsor
approval further include:

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analyzing historical demand, in-progress orders
pending approval, and forecast demand to determine
press-run needs; and

reserving press time with the printer to meet the
press-run needs.

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33. The data processing system of claim 32, wherein the program
instructions for reserving press time with the printer to

meet the press-run needs further include transmitting a reservation to a printer via a communication medium selected from the group consisting of e-mail, telephone, and facsimile transmission.

34. The data processing system of claim 18, wherein the program instructions for transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further include:

accumulating a plurality of marketing material completed designs;

generating a combined press run from the plurality of marketing material completed designs; and

transmitting the combined press run to a printer for production of the marketing materials.

35. A computer readable media embodying computer program instructions for execution by a computer, the computer program instructions adapting a computer to produce marketing materials for a retail establishment via a computer network, computer program instructions comprising:

receiving marketing material information from a corporate sponsor;

generating a marketing material completed design using the corporate sponsor marketing material information; transmitting the marketing material completed design to the corporate sponsor for approval; and

transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval.

36. The computer readable media of claim 35, wherein the corporate sponsor marketing material further includes:

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pre-approved promotional calendars;
special product offers;
design templates;
5 product images;
graphic elements; and
logos.

10 37. The computer readable media of claim 35, wherein the
computer program instructions for generating a marketing
material completed design using the corporate sponsor
marketing material information further include:

presenting to the retail establishment the marketing
material information; and

15 receiving from the retail establishment selected
marketing material information, the selected marketing
material information to be used to generate the marketing
material completed design.

20 38. The computer readable media of claim 37, wherein the
computer program instructions for receiving from the retail
establishment selected marketing material information
further include transmitting a marketing material design
template to the retail establishment, the marketing
25 material design template to assist the retail establishment
in selecting marketing material information.

30 39. The computer readable media of claim 38, wherein the
marketing material design template further includes
positional information for specifying the location of
graphic images and text within the marketing material
completed design.

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40. The computer readable media of claim 38, wherein the marketing material design template further includes a coupon design template.

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41. The computer readable media of claim 40, wherein the coupon design template includes positional information for specifying the location of graphic images and text within a coupon.

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42. The computer readable media of claim 35, wherein the computer program instructions for generating a marketing material completed design using the corporate sponsor marketing material information further include:

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receiving a marketing material proposed design from the retail establishment;

transmitting the marketing material proposed design to a graphics designer; and

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receiving from the graphics designer a marketing material completed design generated from the marketing material proposed design.

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43. The computer readable media of claim 42, wherein the computer program instructions further comprise:

generating a low-resolution marketing material completed design from the marketing material completed design; and

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transmitting the low-resolution marketing material completed design to the retail establishment for approval purposes.

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44. The computer readable media of claim 35, wherein the marketing material completed design is used to produce a plurality of types of marketing materials.

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45. The computer readable media of claim 35, wherein the computer program instructions further comprise:

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receiving marketing material information from a franchisor; and

generating the marketing material completed design using the franchisor and corporate sponsor marketing material information.

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46. The computer readable media of claim 45, wherein the computer program instructions further comprise submitting the marketing material completed design to the franchisor for approval.

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47. The computer readable media of claim 35, wherein the computer program instructions for submitting the marketing material completed design to the corporate sponsor for approval further include:

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generation of a low-resolution marketing material completed design; and

transmission of the low-resolution marketing material completed design to the corporate sponsor via email for approval.

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48. The computer readable media of claim 35, wherein the computer program instructions for transmitting the marketing material completed design to the corporate sponsor for approval further include:

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determining from the marketing material information approval requirements for the marketing material completed design;

generating a low-resolution marketing material completed design from the marketing material completed design; and

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transmitting the low-resolution marketing material
completed design via email to the corporate sponsor.

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49. The computer readable media of claim 35, wherein the
computer program instructions for transmitting the
marketing material completed design to a printer for
production of the marketing materials upon receiving
corporate sponsor approval further include:

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analyzing historical demand, in-progress orders
pending approval, and forecast demand to determine
press-run needs; and

reserving press time with the printer to meet the
press-run needs.

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50. The computer readable media of claim 49, wherein the
computer program instructions for reserving press time with
the printer to meet the press-run needs further include
transmitting a reservation to a printer via a communication
medium selected from the group consisting of e-mail,
telephone, and facsimile transmission.

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51. The computer readable media of claim 35, wherein the
computer program instructions for transmitting the
marketing material completed design to a printer for
production of the marketing materials upon receiving
corporate sponsor approval further include:

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accumulating a plurality of marketing material
completed designs;

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generating a combined press run from the plurality of
marketing material completed designs; and

transmitting the combined press run to a printer for
production of the marketing materials.

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